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TOURISTS' SATISFACTION LEVELS ON DESTINATION FACILITIES OF
PHUKET AND THEIR POTENTIAL INTEREST IN CASINO GAMBLING

By

Narathip Naina (Gong)

A Thesis Submitted to the Faculty
Of The School of Food, Hotel and Travel Management
At Rochester Institute of Technology
In Partial Fulfillment of the Requirements for the
Degree of Master of Science
August, 1999

ROCHESTER INSTITUTE OF TECHNOLOGY
Department of Hospitality and Service Management
Graduate Studies

M.S. Hospitality-Tourism
Presentation of Thesis/Project Findings

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Tourists' Satisfaction Levels on Destination Facilities of Phuket and
Their Potential Interest in Casino Gambling

By

Narathip Naina (Gong)

ABSTRACT

This study measured international tourists' satisfaction levels on destination facilities of Phuket, Thailand. It also attempted to inquire if there was a potential interest in casino gambling among them as the issue of casino legalization in Thailand has been raised and discussed widely during the past few years. The purpose of the study is to better understand how destination facilities of Phuket performed in the eyes of international tourists and if they are attracted to casino gambling as an added activity they might participate in in the setting of Phuket. .

A brief overview of Thailand's tourism industry and current casino operations in Thailand were provided as a framework for understanding the background of the issue raised. A description of the questionnaire and research designed is mentioned in the study. The research has been loosely designed due to time and monetary constraints. It should not, then, be replicated. However, it should serve as a prudent step and instigate a research-based study as a decision tool for tourism planners in Thailand.

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TABLE OF CONTENTS

	<u>Page</u>
ABSTRACT	
ACKNOWLEDGEMENTS... ..	i
LIST OF TABLES... ..	ii
CHAPTER I INTRODUCTION AND STATEMENTS TO THE STUDY	
Introduction... ..	1
Problem Statement... ..	2
Purpose of the Study... ..	2
Hypothesis... ..	3
Significance of the Study... ..	3
Scope and Limitations... ..	4
Definitions of Terms... ..	5
CHAPTER II REVIEW OF THE LITERATURE	
Introduction... ..	7
Casino Gambling in Thailand... ..	7
Thailand's Tourism... ..	10
Casino Gambling as Part of Tourism Industry... ..	11
Casino Gambling as an Added Tourism Product to Phuket... ..	13
Satisfaction Measures and Demand Study as a Stem in	17
CHAPTER III METHODOLOGY AND RESEARCH DESIGNS	
Introduction... ..	19

Tourist Profile Survey...	19
Development of Research Instruments...	19
Sampling Procedures and Administration of Survey Instrument...	21
Identification of Methodology and Statistical Procedures...	24
CHAPTER IV FINDINGS AND ANALYSIS	
Introduction...	25
Describing the Respondents...	25
Satisfaction Levels on Phuket's Destination Facilities...	27
Male VS Female...	30
Gamblers VS Non-Gamblers...	31
First Time to Phuket VS Revisit...	32
Analysis of Purpose of Visit...	34
Potential Casino Gamblers to Phuket...	34
CHAPTER V SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	
Introduction...	36
Summary...	36
Conclusions...	38
Recommendations...	38
REFERENCES...	40
APPENDICES	
A. Questionnaire...	43
B. One Sample t-test Result: Gambler VS Non-gambler...	48
C. One Sample t-test Result: Male VS Female...	50

D. One Sample t-test Result: First Visit VS Revisit...	52
E. International Tourist Arrivals to Thailand 1997-1998...	54
F. Comparative Gambling Activities in Selected Asian Countries...	55
G. Profile of International Tourists to Thailand...	56

LIST OF TABLES

	<u>Page</u>
Table 1: Characteristics of Respondents	26
Table 2: Overall Rating for Phuket	27
Table 3: Shopping Satisfaction Level	28
Table 4: Beaches Satisfaction Level	28
Table 5: Means Comparison of Satisfaction Levels of Each Destination Facility	29
Table 6: Gap Analysis of Satisfaction for Male VS Female	30
Table 7: Gap Analysis of Satisfaction for Gamblers VS Non-gamblers	31
Table 8: Gap Analysis of Satisfaction for First time and Revisit	33

CHAPTER I

INTRODUCTION AND STATEMENTS TO THE STUDY

Introduction

Casino Legalization in Thailand has been an issue of debate in the Thai society for decades. The issue took on even more significance in July 1997, at the time of the devaluation of the Baht currency. Many believe that casino legalization could help to speed up the recovery of the economy. It would be a vehicle for generating foreign currency earnings and employment. However, the issue seems to be sensitive to the society as a whole. The government has been reluctant to explicitly state its stance on the issue. It has no clear and consistent policy on casinos. (Pongpaichit, Piriyarangsan, Treerat 1998) Should casinos be legalized? How should the casino operation be controlled? What will be, if any, the social impact of casino legalization? How viable are casinos in helping the economy of the country? Will the Thai people living in those areas where casinos will be set up, accept and be happy with them? These are the questions that need to be carefully addressed before any law allowing casino operation is enacted.

...The hottest topic of discussion in Thailand today is the proposed legalization of casinos... (Bangkok Post: April 28, 1998)

...it is difficult to legalize casinos in Thailand because the public attitude is still very much against gambling due to the traditional, moral and religious beliefs... (Thai Farmers Research 1998)

Studies have been conducted to look at the economic and social impact of casino legalization in Thailand. To add to the variety of prevailing studies and comments made on this issue, a study on the tourist profile was initiated. Exploring the views of the current inbound tourists on destination facilities of Phuket and their potential interest in casino gambling is the

focus of this study. Included also, is a survey investigating the purposes of their visits as they correspond to the topics of this study.

From a tourism aspect, studying the existing satisfaction levels of tourists towards destination facilities of Phuket will lay the foundation of studying the potential interest in casino gambling as an added product to Phuket tourism. The question of whether tourism will gain sizably from casino legalization is worthy of exploration and should be among the primary factors of consideration regarding whether or not to legalize casinos in Phuket.

If tourism is claimed to be one of the areas that will gain substantial benefits from casino legalization, it is essential to study that potential increase of tourism. Studying the existing profile of tourists travelling to Thailand and especially to Phuket is one of the ways to determine their activity interests and the potential increase in consumption and spending in casino establishments.

Problem Statement

The Thai government, tourism planners, and the general public are in a state of confusion about the direction of casino legalization in Thailand. Tourism is cited as the area that will have the most impact from casino legalization. Is it really so? Parties concerned, whether it be the government, private investors or tourism developers do not have sufficient information to know what really attracts tourists to Phuket, and whether tourists who are attracted to casino gambling might choose Thailand as their gambling destination. The potential market of casino gambling has not been sufficiently studied.

Purpose of the Study

This study focuses on the profile of present tourists travelling to Phuket and Thailand. The study intends to explore the purposes of their visits and their feelings toward casino

legalization in Thailand. The study also includes the tourists' satisfaction level for different destination facilities in a broad sense. Activities participated in by the tourists while in Phuket are also included. This study which solicits direct input from tourists, then, was developed to better understand the potential of casino gambling as an additional tourism product of Phuket.

A more scientific approach for gathering a database on current tourists will help to establish a more solid and reliable information-based decision. This study should shed some light on whether casino operations will help combat the economic crisis in Thailand.

Hypothesis

It is hypothesized that tourism will not substantially increase as a result of legalized casino gambling. The following sub-hypotheses will support the reasons why tourism in Phuket will not increase as a result of casino legalization:

1. Tourists participate in activities other than gambling
2. The primary purpose of visit to Phuket is for outdoor activity.
3. Tourists prefer casino gambling in other parts of the world.
4. Overall tourist satisfaction level depends largely on the availability of natural resources.

Significance of the Study

This study will reflect the potential profile of the tourists travelling to Phuket. The study will generate basic facts concerning the destination facilities of Phuket.

There is no agency that directly supports research dealing specifically with tourism. This fact is a paradox in the sense that tourism, for the past decade, has continuously been the major

source of revenue for Thailand, featuring a substantial share of the gross national product (See appendix E for tourism trend in Thailand).

Exploring these destination facilities may explain Phuket's current promptness in responding to changes that might occur from casino legalization. Or at least, if casino legalization is not the choice to make, there may be a need for facility improvements to cater to the needs of tourists.

Scope and Limitations of the Study

This study is not an attempt to generate multi-faceted quick answers to the question whether or not Thailand should legalize casino. Rather, its fundamental role should be to stimulate inquiry about related and tangential issues of the problem. To decide whether or not casino legalization is justifiable, there is a need to study its economic and social impact. In addition, a thorough study into local residents' attitudes toward the matter is pertinent and unavoidable.

Based on the facts above, this study is limited in scope. It attempts to explain how large the market is for casino gambling given the current tourist profile to Phuket and Thailand and the likelihood of tourist participation in casino.

With the loosely designed procedure and methodology due to time and monetary constraints, the study can not be replicated.

The study, then, is just a beginning that aims to help stimulate further explorations from different perspectives.

Definitions of Terms

Casino Gambling:	gambling on games of chance whereby the element that determines the result of the game is luck or chance rather than skill or proficiency of the player in privately owned casino
Casino Legalization:	authorizing casino operations through a constitutional amendment and the government shall derive a reasonable revenue from the operations
Tourism products:	Goods and services that are directly related to the tourism industry or businesses. They are produced especially for the tourist for direct economic return for example accommodations, restaurants, transport, travel agencies/ tour operators, recreation/ entertainment.
Destination facilities:	the elements within the destination, or linked to it, which make it possible for visitors to stay at destinations and to enjoy and participate in the attractions. They include accommodations of all types, restaurants, café and bars, transport at the destination including car rental and taxis and other services such as retailing, hair dressing, and visitor information
Gambling:	putting at risk something of value on events whose outcome is uncertain.

Compulsive Gambling: a progressive behavior disorder in which an individual has a psychologically uncontrollable preoccupation and urge to gamble. This results in excessive gambling, the outcome of which is the loss of time and money. The gambling reaches the point at which it compromises, disrupts or destroys the gambler's personal life, family relationships or vocational pursuits.

The review of literature is the subject of the next chapter. It discusses the background information of casino gambling and Thailand's tourism industry.

CHAPTER II

REVIEW OF THE LITERATURE

Introduction

After reviewing the prevalent research studies done on casino gambling, it appears that most research published is limited to the context found in developed countries such as the U.S.A., England and Australia. There are limited studies conducted that directly deal with casino gambling in Thailand. Not until recently, was there comprehensive research done on Thailand's illegal economy and public policy researched by Phasuk Phongpaichit, Sungsidh Piriyarangsan and Nualnoi Treerat. The media in Thailand during 1997 and 1998, showed tremendous interest in broadcasting and expressing ideas about casino legalization.

To understand the context of Phuket, Thailand, the topics that this review will cover will include:

- Casino Gambling in Thailand
- Thailand's Tourism Industry
- Casino Gambling as Part of the Tourism Industry
- Casino Gambling as an added Tourism Product to Phuket
- Satisfaction Measure and Demand Study as a Step in Tourism Planning

Casino Gambling in Thailand

Legal gambling dens were allowed in Thailand between 1824-1851. Gambling was completely outlawed in 1917. However, in the mid-1940s, casinos were allowed for well-to-do patrons.

The 1935 Gambling Act states that gambling is illegal. Gambling is prohibited except under temporary licenses, which the police may issue for special occasions and short time-periods of no more than one day. Games like baccarat underground lottery, slot machines, hilo dice and many others cannot be licensed without specific cabinet approval. The maximum jail term for current law enforcing illegal casino operations is three years and a fine of no more than 5,000 Baht or approximately \$ US 125 (Bangkok Post: April 22, 1998).

There are over 400 casinos and gambling dens in major cities of Thailand. The estimated size of illegal casino operations between 1993-1995 was 45-163 billion baht per year and accounted for 8 % of the nation's GNP of the same period. (Phongpaichit, Piriya-rangsana & Treerat 1998). The widespread underground gambling operations implies that the legal measures against gambling do not function well. Law enforcement is not vigorously practiced because the punishment is light and the collusion between casino owners, crime organizations and the police make the Act ineffectual.

.....Those whose responsibility it is to make the law and uphold the law are involved in breaking the law, for very high financial returns..

(Phongpaichit, Piriya-rangsana & Treerat 1998)

Thailand stands alone in its stand on gambling, in contrast to its counterparts in Southeast Asia, that legalize casinos for the purposes of attracting tourists and increasing official revenue.

..At present, some neighboring countries have legalized casinos including Indonesia, Malaysia, Burma, Vietnam, Laos, Hong Kong, Philippines and South Korea...

(Phongpaichit, Piriya-rangsana, & Treerat 1998)

Opposing views on casino legalization are expressed extensively. The proponents of the proposal to legalize casinos state that legalization would help authorities curb illegal gambling and prevent the outflow of money that the government should be making from it. Casino legalization could allow the country to earn cash and make gambling activities easier to control. Casino Legalization would provide employment, reduce money-laundering activities and redistribute income. It would also reduce the leakage of money to foreign casinos. The government can draw the 50-60 billion baht circulating in gambling dens back into the main of the economy if casinos are legalized (Bangkok Post: April 24, 1998).

...61% (of people surveyed in 1992 Gallop Poll) thought “people will gamble anyhow, so the state might as well make it legal and get some of the revenue”... (Siegal 1996)

Conversely, the opponents of casino legalization contend that the proposal will create more gamblers and will lead to moral and social problems such as crime, debt and compulsive gambling. Studies conducted in Australia show that open legal casino attract people who have never gambled before, increase the amount of compulsive gambling and raise the total spending on gambling, particularly among lower-income group (The nation: April 22, 1998). Gambling is also inconsistent with religious principles of Buddhism, a widely practiced religion in Thailand and therefore considered immoral.

Legalizing casinos is not an easy and trouble-free solution for the government to choose. The fact that gambling is not a global business needs to be addressed here. The casino at Koh Song (Victoria Point) in Burma may be owned by Thais and patronized by Thais, but it is operated by an Australian company and staffed by Filipinos. Therefore, most of the profits go to international operators who have the technology and experience.

Moreover, for Thailand to succeed in this business, a competitive advantage of casinos should be established and present since the worldwide supply of casinos exceeds demand (The Nation: April 4, 1998). All in all, there is a clear need to improve the level of understanding about the true benefits and costs associated with legal gambling.

According to the current survey by Dusit Poll in Bangkok, conducted between April 19 – 22, 1998, 31 % of Thai respondents to the questionnaire were in favor of casino legalization in Thailand citing casinos would generate revenue to the government, eliminate corruption and help the liquidity and economy of the nation as a whole as major reasons to open legalized casinos. However, 57 % of the sampled respondents were against legalized casinos deeming it as an encouragement of immoral activities, a source of crime and social problems, and a misleading attitude to the youth.

Thailand's Tourism

Tourism plays a major role in Thailand's economy. According to the World Tourism Organization's report on the world's top 20 tourism destinations in 1997, Thailand ranked 20th (The Nation: December 14, 1998). Despite the economic downturn in Asia, foreign tourist arrivals to Thailand rose by 7.3 % (Appendix E). Due to the currency exchange that benefits international tourists, Thailand has become a good value-for-money destination with diverse tourist attractions, and a good infrastructure. This contributes to the strengthening of a lucrative market for meetings, incentives, conventions and exhibitions.

The tourism industry in Thailand has a marked impact on employment, and on the balance of payments and economic stability for Thailand. As the jobs in the field of tourism are labor intensive, tourism provides a good potential source of jobs especially for the lower skilled workers. As globally changing economic conditions, modified consumer behavior and new

technologies play vital roles in tourism development, tourism planners in Thailand have to be very careful in launching new programs or tourism products to a destination.

Tourism may also have a huge social, cultural and environmental impact affecting both the host and the tourists. The issue of casino legalization in Thailand carries with it concerns in many aspects. The possible detrimental, social, cultural and environmental affects on local communities calls for the need for the public to gain an understanding of what the tourism industry is doing and producing. If a destination area wishes to retain tourism as a long-term economic activity, it must preserve and enhance those features that attract tourists. The absence of tourism planning in a destination can lead to damage and loss of market share.

Casino Gambling as Part of Tourism Industry

Tourism as a concept can be viewed from different perspectives. It is an activity in which people are engaged for travel, away from home, primarily for business or pleasure. It is a business providing goods and services to travelers, and involves any expenditure incurred by or for a visitor for his or her trip (Lundberg 1995).

...These activities (gambling) have an element of entertainment and stress-relief. Those who indulge are making a trade-off between some potential happiness and some risk of self-inflicted damage.

(Pongpaichit, Piriyarangsan & Treerat 1998)

...Tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting tourists and other visitors...

(McIntosh & Goeldner 1986).

Tourism also carries the connotation of “get away from it all’. The desire and search for escape, recreation, restoration, rejuvenation, visiting friends, networking, sightseeing, lifeseeing, to name a few, are among reasons for tourism. With the permitted gambling, the consumer is able to allocate time and money to pursuing the entertainment value of gambling. The long list of touristic S’s enfolds snow, sun, sand, sea, surf, sex and even sin. (Witt & Moutinho 1994). Taking the definitions above, gambling in a casino may be categorized as part of tourism.

...Casino gambling promotes itself as a form of entertainment. Indeed, when copared with some other types of entertainment, casinos rank high in attendance figures...

(Oddo 1997).

...Gambling has become a major part of the entertainment industry. Companies offering gambling are just like any other businesses in the entertainment industry...

(Siegel 1996)

In considering whether casinos are part of tourism or not, it is of interest to find out that the largest number of casinos are located in the top tourism countries, such as the United States, the United Kingdom, France, Germany, Spain and Switzerland (Lee & Kwon 1997). The fact that casinos are found in some locations but not others means that many people still have to travel to participate in casino gambling. This makes casinos not only part of the hospitality industry but also tourist attractions. Atlantic city’s casinos are the main purpose of visit for 87% of all overnight visitors and 92% of day excursionists (Longwoods Travel USA 1994).

In Korea, the government revised the Tourism Promotion Law in 1994 to include casinos as part of the tourism industry to attract foreign tourists by providing more nightlife activities

(Lee & Kwon 1997). In 1994, 17.5 % of foreign visitors to South Korea participated in casino gambling.

Gambling, as part of tourism, is treated as a subtype of a play activity that consists of games of chances. As an entertainment activity, gambling provides an outlet, an escape from the routine and boredom characteristic of much of modern life. Destroying a routine is also pleasurable. Gambling also introduces an element of anticipatory hope into what otherwise is often a drab existence. Legalizing casinos as part of the tourism development in Thailand might, in fact, generate business that would serve tourists and sell excitement, recreation and an escape.

Casino Gambling as an added Tourism Product to Phuket

Phuket is internationally known as one of the popular tourist destinations. An international airport, world class hotels, restaurants, and a legendary nightlife attracts over two million visitors to Phuket each year. According to the Aviation Department's figures on charter flights between October 1997 and September 1998, there were 461 flights to Phuket carrying 91,899 foreign visitors (The Nation: December 14, 1998). Phuket's natural and man-made assets, urban and rural, are in themselves, attractive to tourists visiting for pleasure or business. Casino gambling is a potential recreational attraction, which could add to Phuket's tourist scene.

Phuket, the largest island in Thailand, is a small tropical island that offers visitors virtual year-round water activities. A chain of mountains and valleys breaks Phuket, mainly from a north-south range running down the west coast. Lying in the Andaman Sea off southern Thailand's west coast, the island's terrain is incredibly varied, with rocky headlands, long broad sandy beaches, limestone cliffs, forested hills, small estuaries, lagoons, and tropical vegetation of all kinds.

Introducing casino gambling to Phuket might create a conflicting image of Phuket that is internationally known as an island with richly nature-based activities. Gambling might pose a question of identity and differentiation in the long run since product assembly and integrity might finally tarnish the uniqueness of Phuket. The value on the rural character of Phuket and environmental integrity should be taken into consideration.

...Tourism products involve quality factors of experience, and product assembly and integrity, as much as, if not more than, quantitative aspects...tourism planning processes have increasingly been shared in the planning of these different types of region or destination area, but the products have often lacked adequate differentiation and increased identity. In a time of expansion of the number of tourist products, competition grows, and the diminished identity of some destinations reduces their chances of success...

(Witt & Moutinho 1994)

One must, however, consider that although Phuket would benefit from gambling, the possible influx of development might destroy the natural beauty of the island, which would have hard time surviving the environmental disaster resulting from the gambling structures. Phuket is already a first-class tourist city and it is better if it stay the way it is (The Nation: August 17, 1997).

By contrast, if casino gambling is proved to be the type of activity that is sought by many travelers and otherwise available in competing destinations, Phuket's competitive position is weakened if gambling is not available. By offering the additional attraction of casinos, Phuket might gain a competitive advantage as it provides additional choices for tourists to participate in.

Additionally, the clustering of casino/hotels might provide not only a mutually advantageous relationship in matters of entertainment and gambling, but also attract the ancillary services and secondary industries that accompany the growth of casinos. Gambling can stimulate tourism activity if it is marketed properly (Truitt 1996). Increased tourism would be expected to increase the demand for complementary goods and services like food, lodging, recreation and so forth (Gabe, Kinsey, & Loveridge 1996).

In January 1998 a casino opened on Cambodian soil, The business owner is a Thai businessmen from the nearby town of Trat. Gamblers can walk from the Thai border in a couple of minutes without any complication of customs posts or passport checks....

(The Nation: February 2, 1998)

International Wagering Gaming Business (1995) compares the availability of legal gambling activities in countries around the world. Thailand is among the Asian countries that allows the least amount of legal gambling activities (Appendix F).

...the explosion in gambling is taking place worldwide. Many countries of the world have always permitted gambling, but now gambling is becoming as common throughout the world. .. The Cambodian government has approved the building of a gambling casino as has the Laotian government...

(Siegel 1996)

As a result of casino gambling, the following should take place:

1. Creation of new businesses and stimulation of old ones.

2. Increase in local economic activity, particularly increasing spending and employment
3. Increase to tourism and stimulation of visitor spending
4. Increase in tax revenues
5. Strengthening law enforcement

It is interesting to note, however, that lower income residents of Phuket and Thailand as a whole might, as a result of casino legalization, be more likely to gamble. The issue of gambling accessibility to local residents is therefore a serious consideration. The study into how casinos in Puerto Rico, the Bahamas, and Great Britain have been successful in controlling patronage through strict limitations should be explored (Interim Report of the Casino Gambling Study Panel 1979).

Experiences in Atlantic City and Las Vegas indicate that the development of casinos in local areas may cause a change in community character, including increases in crime and other undesirable activities. We might expect a similar result to develop along with casino gambling in Phuket. The government should come up with measures ready to curb this attached social cost casinos carry with them.

The purpose of having legal casinos in Phuket should be to utilize them as triggers for economic growth, job creation and capital investment to enable Phuket to compete more vigorously for convention and tourist business. Provision of a means to prevent the proliferation of casinos to prevent compulsive gambling among Thais should be in place before any law allowing casino legalization in Phuket is passed. Casinos should not become the major attractions, rather, it should serve as potential recreational attraction that could add to the Phuket

tourist scene and to tourist's choice list. The overall objective of having casinos should be to add to the diversity of entertainment and to cater to the demand for casino gambling activity, if any.

Communities interested in introducing casinos must carefully weigh the economic benefits of a casino against the social cost. If the equation does not balance, it may be more profitable not to become involved in the casino industry (Marshall & Rudd 1996).

Satisfaction Measure and Demand Study as a step in Tourism Planning

When planning for any type of activity, it is important to first define its scope and characteristics (Stynes & Halloran 1987). The characteristics of the study embrace the measure of satisfaction levels of the international tourists with the intent to understand how each attribute relatively performs in the perception of international tourists, the primary target market that gambling will serve. It is intended that local residents be excluded from the study to obtain the sheer views of the international tourist group. The selection of tourism facilities to be measured is based on the variety of attributes that Phuket has to offer. The selection is made carefully to cover tourism resources that are natural, cultural and man-made so as to conduct the assessment of each and to help obtain a broad and organized picture of tourism resources of Phuket.

Measuring satisfaction levels with product offerings and demand in tourism involves surveying visitors using both quantitative and qualitative measures such as age range, income level, occupation, first-time or repeat visit incidence (Kaiser & Helber 1978). In order for policymakers to make informed decisions, it is critical to know as much as possible about the profiles of visitors to casinos (Truitt 1996).

Market segmentation is another concern that the study is directed in. In order to obtain market segmentation information, the respondents were asked about purpose of visit, age, education level and activities participated in as opposed to the satisfaction levels on tourism

facilities. The utilization of segmentation tools such as demographics should be included in the study of this kind (Waters 1998; Fodness 1992). The various behavioral analysis (Schewe & Calantone 1978; Shih 1986; Uzzell 1984) is also used to explain the profile of the tourists. By doing so, the researcher will understand tourism market segments whose profile falls into a diverse set of categories with distinct needs and wants.

The other area that the study is interested in is the potential interest in gambling of this group of international tourists. Introducing questions regarding gambling experience is included to determine the size of the market with an interest in gambling activities. This is meant to serve as a preliminary gadget in determining if there is a demand for casino gambling activities and the competition among international tourists traveling to Phuket. This purpose coincides with the tourism marketing decision questions developed by Stynes and Halloran (1987) about the market and competition study of new tourism products and services.

The methodology employed in developing and implementing a survey is the subject of the next chapter. It discusses how the study was conducted and what procedures were followed.

CHAPTER III

METHODOLOGY AND RESEARCH DESIGN

Introduction

The research methodology used was descriptive in nature. A perception/assessment study of Phuket's tourists was needed to understand their preferences. The approach used to derive the conclusions of this study is a field survey on international tourists. The survey was administered to individuals who traveled to Thailand during the month of December 1998, particularly to Phuket. In the study this survey instrument is referred to as the Tourist Profile Survey.

Tourist Profile Survey

The study was conducted in Phuket, Thailand from December 15th to December 17th, 1998. The timing of the survey reflected a normal flow of tourists because during the period, there were no national holidays. Also, there was no overwhelming tourist flow from Thai residents traveling to Phuket.

The research design for the survey instruments consists of essentially three distinct treatments: 1) the development of research instruments; 2) the sampling procedures and administration of the instruments; and 3) identification of the methodology and statistical procedures to be used in the analysis of the resultant data.

Development of Research Instruments

The research instrument used was a questionnaire. The response format for the questionnaire was designed to combine the likert-type format and the checklist format. Open-ended questions were included to allow latitude of response in certain areas of interest. The

survey instrument consisting of 9 closed-ended questions was designed to reveal the profile of Phuket tourists. If on question # 8, the tourists chose “Gambling” as part of activities they participate in when traveling to Asia, they were then asked question #12 through #20 before completing the demographic information card. If not, they were asked to complete the demographic information card which are question # 21 through question # 24 and they are then presented with a souvenir.

The survey instrument was developed to address the overall satisfaction level for different tourism facilities of Phuket, the purposes and number of visits to Thailand, and the activities tourists participated in. The following is a break down of the group of questions by construct contained in the survey instrument and the rationale for eliciting the responses:

Question 1 through 5 sought to establish the general profile of tourists visiting Phuket and Thailand. Tourists are asked whether the trip is their first time to Thailand and to Phuket, how many times they visited Thailand, their overall satisfaction level, the purposes of their trips and number of international trips they had made over the past year. The importance of these responses is, they assist in identifying the common characteristics of the tourist group to Phuket.

Question 8 sought to establish the activities tourists participate in when they travel to Asian countries. A list is provided and they are encouraged to include all activities that they participate in. The importance of this response is that it will exclude destinations in other continents as competing destinations. The researcher believed that when a trip is made to Asia as opposed to other continents, a different approach in making the decision to make the trip is used and based on different grounds and a frame of reference. As a consequence, the question should establish such distinction and embrace only the activities tourists would participate in when travelling to Asian countries.

Question 9 sought to establish the satisfaction levels tourists have for places, activities and secondary tourism products of Phuket. The importance of this response is that it will clarify how Phuket performs in each area of place/products that attribute to the success of tourism as a whole. The response will also determine Phuket's ability to satisfy its tourists. The respondents were asked to rate their satisfaction levels for each attribute on a scale from one to five, one being the lowest possible score and least satisfying, five being the highest and most satisfying.

Question 10 through 13 sought to establish how tourists view casino legalization in Thailand and if they would consider coming to Phuket to experience a casino resort in the settings of Phuket. An open-ended question was designed to solicit various views allowing respondents to identify other reasons for the choice they made about casino legalization. The importance of this response will have a direct impact on whether or not Thailand would be a choice for a casino gambling experience of tourists.

Question 14 through 20 sought to establish the tourists' past experience with casino gambling over the past year and their intention to visit casino gambling over the next year. The importance of this response is that it will indicate when it come to casino gambling, where tourists prefer to go to and how often tourists choose casino gambling as an activity when they take a trip.

Question 21 thorough 24 sought to establish age, sex, education and income levels of the tourist responding to the survey.

The questionnaire was not pilot-tested. However, questions were asked and responded to face-to-face. This allows further explanation if the question was not well understood.

Sampling Procedures and Administration of Survey Instrument

A convenience sample was used in this study. Data from the survey were collected from people who were most conveniently available. Tourists are likely to have views about casino

gambling even if they are only potential tourists who might visit casinos. Use of a convenience sample does not allow the results of this study to be generalized beyond the group of tourists that visited Phuket and Thailand during the time of study. The sample was not designed to be representative of the tourist population. The response rate was aimed to be 70 %. Out of 100 target respondents, 30 were estimated to decline. Due to monetary and time constraints, no attempt to make up for any missing response was designed.

...To follow changes in the visitors' profile, regular surveys should be carried out, including topics such as place of origin, means of transport, socioeconomic features, motives for visit, activities during visit, length of stay...

Easy methods to apply are to select convenience samples at the entrance/exit gates and either distribute questionnaires to visitors, which have to be filled out and returned (incentives increase the return rate), or interview visitors during their visit or when leaving...

(Witt & Moutinho 1994)

Primary target respondents were international tourists at the Phuket International Airport who were waiting for their flights after check in. Since they had finished their trip, they were likely to evaluate their satisfaction levels more accurately. Additional target respondents were tourists at shopping areas, beaches and restaurants in Phuket. A Certain number of surveys were carried out at Bangkok International Airport.

The survey was conducted face-to-face. The procedure of carrying out the survey, which would take 20 to 30 minutes to finish, involved the following steps:

- the approach of a target respondent
- a brief overview of the study
- the process of posing and responding to the pre-designed questions
- the completion of demographic information of the respondents
- the presentation of souvenirs

The interviewers were coached to approach target respondents in a polite and proper manner. They were asked to be well dressed to increase trustworthiness and reception. They began the procedure by introducing themselves and giving a brief overview of the study stating reasons why the study was being conducted and what the information would be used for. Then the interviewers attempted to solicit cooperation to participate. If the target respondents agreed to participate, they were asked survey questions as designed.

Elaboration of questions was allowed to ensure comprehension of the questions asked. If needed, languages other than English were available (interviewers were capable of communicating in French and German). However, interviewers were asked to be more cautious when translation was needed. They were asked to prepare a rough draft of pre-designed questions in German and French in order to stay in line with the design and the original questionnaire in English.

Local souvenirs valued at 40 Baht apiece (approximately \$ U.S. 1) were set aside as an incentive for participation. The purpose of giving out souvenirs was for hospitality and motivation. The souvenirs were given at the end of the whole process. To avoid distortion of information given by the respondents, the prepared souvenirs were not present when the question-and-answer session was going on but after the completion of demographic information by the respondents.

Identification of Methodology and Statistical Procedures

Descriptive characteristics of tourists visiting Phuket and Bangkok were summarized in table format. A variety of statistical analyses were performed on the resultant data collected from the field trip in Phuket and Bangkok.

The SPSSx program was used to generate a means analysis in addition to the standard deviations from the input data collected by the Tourist Profile Survey instruments. Means and standard deviations were calculated for the attributes signifying satisfaction levels of tourism infrastructures.

Correlation analysis was used to ascertain possible relationships among selected variables. The Pearson Correlation Test between the importance of tourism destinations and overall satisfaction of Male VS Female, Gambler VS Non-gambler and First Visit VS Revisit tourist groups was performed.

A cross tab analysis was performed, with SPSSx program to establish the potential relationships among several variables.

The next chapter begins with the collection of surveys. It also discusses the results of the survey. The findings are both descriptive and inferential in nature.

CHAPTER IV

FINDINGS AND ANALYSIS

Introduction

In the field study conducted in Phuket and Bangkok, a total of 100 people were approached. Survey administration resulted in 79 completed survey instruments.

Describing the Respondents

On average, the respondents were 33.16 years old, had a college education and had an income range of US\$ 20,000 – 40,000. The respondents constituted 37% female and 63% male. About 43% of the sample indicated that this was the first trip they took to Thailand. About 47 % went to Phuket for the first time while 27 % did not go to Phuket at all. International destinations most popular among this sample were Asia (61%), Europe (47%) and Australia (23%). Table 1 showed the general profile of the tourists who responded to the surveys.

Table 1 Characteristics of Respondents

<u>Characteristics</u>	<u>Frequency</u>	<u>Mean</u>
Respondents		
<i>Male</i>	63%	
<i>Female</i>	37	
Income Category		
<i>US \$ 20,000 and under</i>	37	
<i>20,001 - 40,000</i>	33	
<i>40,001 - 60,000</i>	13	
<i>60,001 - 80,000</i>	8	
<i>80,000 - 100,000</i>	4	
<i>100,001 and over</i>	4	
Educational Level		
<i>Doctorate</i>	1	
<i>Master's</i>	10	
<i>College</i>	67	
<i>Under College</i>	19	
Age		33.16
<i>0-14</i>	1%	
<i>15-19</i>	4	
<i>20-24</i>	20	
<i>25-29</i>	24	
<i>30-34</i>	17	
<i>35-39</i>	9	
<i>40-44</i>	6	
<i>55-59</i>	4	
No. Of Times to Thailand		
<i>First Time</i>	43	
<i>Revisit</i>	57	
No. Of Times to Phuket		
<i>First Time</i>	47	
<i>Revisit</i>	27	
<i>Never</i>	27	

If the researcher had extended the survey to cover a broader tourist composition, the results may have been different. The overall picture of the sample was sought to set the context for a subsequent section on their experience, satisfaction level, purposes of trip, and gambling potential.

Overall, it is noticeable that the ratings for Phuket and satisfaction levels on every attribute of destination facilities were significantly different among gamblers and non-gamblers. Gamblers, regardless of their purpose of visit, rated Phuket 3 on a scale of 1 to 5, less satisfactory compared to non-gamblers who rated Phuket at the average of 4.

Satisfaction Levels on Phuket's destination facilities

Overall rating of Phuket fell between 4 and 5, on a scale of 1 to 5. About 76% of tourists rated Phuket either 4 or 5 on the scale. Table 2 presents summary statistics describing the results of the analysis of the overall rating for Phuket. About 75% of the sample mentioned they were highly satisfied with shopping facilities Phuket had to offer. Table 3 and 4 presents the summary of shopping and beaches satisfaction levels.

Table 2: Overall rating for Phuket

Rating for Phuket	Frequency	Valid %
Does not like at all	1	1.69
Neither like Nor dislike	5	8.47
Somewhat	8	13.56
A Lot	22	37.29
Very Much	23	38.98

Table 3: Shopping Satisfaction Level among international tourists to Phuket

Shopping Satisfaction Level	Frequency	Valid %
Least Satisfactory	3	5
	1	1.67
	11	18.33
	26	43.33
Most Satisfactory	19	31.67

Table 4: Beaches Satisfaction Level among international tourists to Phuket

Beaches Satisfaction Level	Frequency	Valid %
Least Satisfactory	1	1.82
	2	3.64
	2	3.64
	24	43.64
Most Satisfactory	26	47.27

Table 5: Means Comparison of Satisfaction Levels on each destination facility among international tourists to Phuket

Destination Facilities	Mean	Standard Deviation
Gambling	1.50	0.83
Restaurants	3.94	0.85
Hotels	3.76	0.92
Airlines	3.66	0.92
Theme Parks	2.64	1.06
Shopping	3.95	1.02
Night-life	3.51	1.15
Sports	3.10	1.16
Beaches	4.31	0.86
Historical Places/Museums	3.02	1.24
Overall Rating for Phuket	4.03	1.02

Overall rating for Phuket had the means of 4.03 with standard deviation at 1.02. There was a significant correlation (2-tailed) at 0.01 level between rating for Phuket and shopping facilities, and rating for Phuket and beach facilities (.472 and .573 respectively). The reliability coefficients alpha value were arrived at .6408 and .6614 respectively.

The significant correlation (2-tailed) at 0.01 level between number of international trips and rating of Phuket was -.406 with reliability coefficients alpha value at -.3320.

Male VS Female Differences

Exploration of differences in satisfaction levels between male and female tourists indicated that female tourists were more satisfied with Phuket. Female tourists rated Phuket 4.35 as opposed to male tourists who rated Phuket 3.90 on a scale of 1 to 5.

Female tourists were satisfied more with restaurants, hotels, shopping, beaches and gambling/casino. The gap ranged from .11 to .22. Male tourists were satisfied more with airlines, theme parks, nightlife, and historical place/museums. The gaps ranged from -.02 to -.43.

Table 6: Gap Analysis of Satisfaction for Male versus Female International Tourists to Phuket

Destination Facilities	Female	Male	Gap
Gambling	1.62	1.44	.18
Restaurant	4.04	3.87	.17
Hotel	3.83	3.72	.11
Airline	3.65	3.67	-.02
Theme Park	2.53	2.69	-.16
Shopping	4.08	3.86	.22
Night-life	3.24	3.67	-.43
Sports	2.82	3.24	-.42
Beaches	4.45	4.23	.22
Historical Places/Museums	3.00	3.03	-.03

Even so, it was interesting to note that there was no significant correlation between overall rating for Phuket in female group. By contrast, four destination facilities had significant correlation towards the overall rating for Phuket in the male group namely shopping, beaches which had significant correlation at 0.01 level with value .549 and .527 respectively, whereas airlines and historical place/museums at 0.05 level with value .425 and .425 accordingly.

Gamblers VS Non-gamblers

Cross-tab was performed to explore the differences in satisfaction levels on destination facilities and activities participated in of gambler and non-gambler groups. Overall, gamblers rated Phuket less satisfactorily than non-gamblers with average overall rating for Phuket of only 3.14 as compared to 4.15 on a 5-point scale.

*Table 7: Gap Analysis of Satisfaction for Gambler versus Non-gambler
International Tourists to Phuket*

Destination Facilities	Gambler	Non-gambler	Gap
Gambling	2.38	1.27	1.11
Restaurants	3.50	4.04	-0.54
Hotels	3.82	3.75	0.07
Airlines	3.60	3.67	0.07
Theme Parks	3.00	2.53	0.37
Shopping	3.60	4.02	-0.42
Night-life	3.64	3.48	0.16
Sports	2.91	3.15	-0.24

Beaches	3.67	4.43	-0.76
Historical Places/Museums	2.38	3.14	-0.76

Destination facilities that gamblers were satisfied with less than non-gamblers included restaurants, airlines, shopping, sports, beaches and historical/museums. The gaps ranged from -.24 to -.76. However, gamblers were more satisfied in hotels, theme parks, nightlife and gambling facilities. The gaps ranged from 0.07 to 1.11.

Pearson correlations between overall rating for Phuket and satisfaction level of each destination facilities were tested separately between gambler and non-gambler groups. The significant correlation in the non-gambler group between shopping and the overall rating was at 0.01 level (2-tailed) with .486 value. Pearson correlation between the overall rating and beaches remained strong at 0.05 level (2-tailed) with .395 value whereas no significant correlation in gambler group was found.

First Time to Phuket VS Revisit

Analysis of means comparison showed how the two groups rated Phuket and destination facilities. Overall satisfaction of Phuket for tourists who revisited Phuket was slightly higher than those who came to Phuket for the first time featuring 4.10 and 4.05 respectively on a scale of 1 to 5.

Table 8: Gap Analysis of Satisfaction for First Time versus Revisit International Tourists to Phuket

Destination Facilities	First Time	Revisit	Gap
Gambling	1.54	1.18	.36
Restaurants	3.87	4.10	.23
Hotels	3.83	3.63	.20
Airlines	3.58	3.66	-.12
Theme Parks	2.54	2.57	.03
Shopping	4.17	3.77	.40
Night-life	3.40	3.52	-.12
Sports	2.83	3.56	-.73
Beaches	4.33	4.44	.11
Historical Places/Museums	3.17	2.68	.49

Pearson correlation analysis revealed that for the revisit group of tourists, shopping satisfaction had a strong correlation with overall rating of Phuket at .005 level with .521 value. As for those who came to Phuket for the first time, restaurants, airlines, shopping and beaches satisfactions showed correlations with overall rating for Phuket at .005 level with the value of .378, .458 and .474 and at .001 level at .617 respectively.

The difference between two sample means of Male VS Female, Gambler VS Non-gambler, and First Visit VS Revisit groups was tested using t-test (See Appendix B, C, D for results). There was no significance difference when comparison was made.

Analysis of purpose of visit

The top three purposes of visits for the tourists sampled in this study were outdoor recreation (20%), entertainment (15%) and other (31%). When looking back into what most tourists meant by 'other', they stated 'holiday' in their open-ended answers.

The study showed that activities at the beaches (77%), shopping (73%), visiting historical/museums (49%), night-life/dancing (49%) were the most popular. Other outdoor activities gained 36 % popularity among the tourists. In fact, these activities were participated by almost half of the tourists whereas gambling was the activity only 5 % of the tourists participated in.

Cultural events, theme/amusement parks, national parks, sport events, golf/tennis were less popular with % of participation ranging from 8 to 29. Male and female tourists do not have a significant difference in the purpose of trip they made to Phuket.

Potential Casino Gamblers to Phuket

The survey result indicated that 15 % of those interviewed had a potential to visit a casino. This figure obtained from a past visit in the last year, and intention to visit in the next year. Of these potential casino gamblers, 47 % would come to Phuket again if casinos were legalized. Of the gamblers defined above, the number of visits in the past year and the intention to visit in the next year ranges from 1 to 6.

About 74% of the respondents preferred casinos to be legalized in Thailand but only 32 % preferred casinos to be legalized in Phuket.

North America and Europe are two outstanding gambling destinations where the sample preferred to go featuring 31 % and 23 % respectively.

The results and analysis of the surveys provide a clearer picture of tourists travelling to Phuket in regard to their satisfaction levels with destination facilities and their interest in casino gambling in Phuket. It was unfortunate that the researcher could not extract much information from the profile of tourists who were gamblers. The underlying reason was that there were too few respondents who remained qualified after the screening question in the questionnaire regarding casino experiences. As a result, it was decided that the analysis of the responses from the tourists who were gamblers could not be interpreted since the results could be misunderstood or misinterpreted.

Summary, conclusions and recommendations are the major topic the next chapter will cover.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Introduction

It is certain that various studies will draw different conclusions. Conflicting results are bound to be derived by different approaches and methodologies used in an individual study. The researcher concludes the study based on the data obtained and attempts to base the conclusions of this study on transparent value judgement. The remarks made are offered for the purpose of stimulating public discussion and not as a formal recommendation or conclusion.

Summary

Phuket began to face, as it continues to do, the issue of whether it should offer casino gambling as an added tourism product soon after the economic crisis in Thailand and Asia broke in the latter half of 1997. Research was needed in assessing if the potential market demand was large enough to favor the decision of legalizing casinos in Phuket. However, given the scope and limitations of this study, it should be noted that hidden demand for casino gambling is not included in this study. The study will reveal only basic but pertinent information regarding casino gambling as part of tourism development of Phuket.

The purpose of this study was to explore the satisfaction levels of international tourists on destination facilities and to measure potential interest of casino gambling as an added tourism product to Phuket. The study was not fully successful in the latter regard due to the survey instrument that eliminated what appeared to be non-gamblers in the first half of the questions, the small sample size, and time and monetary constraints. Therefore, the views towards potential

casino gambling were not developed sufficiently to statistically draw implications with adequate reliability.

However, in measuring tourists' satisfaction levels on destination facilities, a clearer picture of how Phuket was perceived by tourists was formed. Comparing means of satisfaction levels and overall ratings of Phuket of each attribute between gambler VS non-gamblers and male VS female indicated the gap that existed between the groups. The merit of this analysis was that it provided basic information as to how Phuket should be positioned to appeal to various tourist groups.

Current literature was looked at to research into other research areas, specifically local residents' attitudes towards gambling and case studies of the social and economic impact of casino legalization. Current literature suggests that a thorough analysis of all issues that might arise from casino legalization should be carefully explored and weighed. Gaining insight into how casino gambling can be part of the economic turnaround policy of Thailand requires much relevant research. Today's tourism planners must consider the economic, social, political, and environmental concerns when developing or introducing new tourism products.

The key section of this report focused on the development of a questionnaire/research tool that was used to measure satisfaction levels on destination facilities.

Means comparison and Pearson Correlation were performed to test if groups were significantly different from each other and if there was any correlation between variables under study.

Finally, an analysis of the findings was performed so that a conclusion about the hypothesis could be made. Most of the statistics were descriptive in nature. The findings were broken up into areas of particular interest.

Conclusions

The study concluded that the overall rating for Phuket was relatively high. Tourists approved destination facilities of Phuket with high scores. Among other items, scores on beaches and shopping facilities were highest and contributed to the high overall rating of Phuket.

There was not a substantial increase in tourism as a result of casino legalization. The conclusion was based on the purpose of visits of tourists obtained from the study. The popularity of nature-based and outdoor activities reflected the preferences had by the tourists travelling to Phuket. Beaches and shopping that required outdoor exposure also indicated tourists' preferences. Casino gambling was not the activity tourists sought to take part in when they traveled to Asian countries. Destinations in Europe and North America were among the choices tourists might go to for gambling. Overall satisfaction levels of Phuket were determined by beaches and shopping as they have a strong correlation with one another.

The response rate of 79% showed a level of high participation of international tourists in this research study. However, the small sample size decreased the validity of the resultant data. If properly funded and time allowed, the administration of the survey should be able to provide tourism planners a more accurate assessment of Phuket's destination facilities. The loosely designed methodology can not be replicated; nonetheless, it is a beginning of a research-based decision tool that tourism-related organizations in Thailand should emulate to arrive at a valid and well-rounded decision on tourism development.

Recommendations for Further Study

Adding casino gambling into the list of tourism products requires thorough consideration and investigation from all possible perspectives in order to fully understand the advantages and

disadvantages. Gambling is a major force in the tourism industry that as with other forms of mass tourism, brings both benefits and costs.

Obtaining the views of local residents is one of the study areas that need to be addressed. The residents' attitude about this type of development is important because those attitudes are not often represented in the usual local and political decision-making processes. The residents are not able to take a proactive role in determining the direction gambling will take. Cooperation of local residents is among the success factors of introducing new tourism products. Therefore, a study into how local residents would respond to casino legalization is encouraged.

The possible social impact especially the notion of compulsive gambling should be investigated.

Deriving figures to see how much the country might benefit economically from casino legalization will help the decision-makers see how viable the businesses of casinos are from an economic viewpoint. Ensuring meaningful estimates of the economic impact is a major concern for policymakers in determining the risks and benefits of the casino industry.

The basics to the operation of any casino, are regulation, licensing and enforcement. Licensing is a means of insuring integrity within the casino industry. A comprehensive and thorough licensing program study should be initiated to ensure efficient gambling operation. There are many case studies that can be used to draw an overview of these issues. The practicality of what has been practiced in countries like Korea and Malaysia in particular, are worth studying as the settings of these two countries are not too far apart from what might happen in Thailand. Additionally, case studies in developed countries also will also shed some light on how problems attached with casino operations are tackled. Without prior regulations and law

enforcement in place and understood, the development of casino gambling not only in Phuket but anywhere in Thailand could be disastrous.

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Appendix A

Questionnaire

1. Was this your first time to Thailand?

____Yes

____No

2. If not, how many times have you been to Thailand before?

Circle 1 2 3 4 5 More than 5

3. Was this your first visit to Phuket

____Yes

____No

____Never

4. How did you like it?

____Not at all ____Neither like nor dislike ____Somewhat

____A lot ____Very much

5. What was the purpose of your trip to Phuket?

____Visit friends or relatives

____Outdoor recreation

____Entertainment (i.e. sightseeing, sports)

____Combined business/pleasure

____Convention/seminar

____Business

____Personal

____Other(please specify)_____

6. How many international trips have you taken during the past 12 months?

____(No. of times)

7. Can you specify where you went? (Specify # of times to each destination listed)

____Asia

____Australia

____Europe

____South America

____Africa

____North America

____Central America

____The Caribbean

8. What activities do you participate in when you travel to Asian countries?

(Mark all that apply)

____Historical places/Museums

____National/State Park

____Gambling/Casino

____Cultural Event

____Theme/Amusement Park

____Outdoor (i.e. hunt, fish, hike)

____Shopping

____Night-life/Dancing

____Beaches

____Golf/Tennis

____Sports Event

9. What are your overall satisfaction levels you have for the following places and/or activities? (5 is most satisfactory, 1 is least satisfactory)

Restaurant	1	2	3	4	5
Hotel	1	2	3	4	5
Airline	1	2	3	4	5
Theme Park	1	2	3	4	5
Shopping	1	2	3	4	5
Night-life	1	2	3	4	5
Sports	1	2	3	4	5
Beaches	1	2	3	4	5
Historical places/Museums	1	2	3	4	5
Gambling/Casino	1	2	3	4	5

From question #8, if gambling/casino is not selected, skip to question
21.

10. Recently, there has been a debate whether or not casino should be legalized in Thailand. Are you for or against legalizing casinos throughout Thailand?

_____For _____Against

11. Do you favor legalizing casinos only in Phuket?

 Yes No

12. If Casino were legalized in Phuket, Thailand, would you consider coming to Phuket again to experience a casino resort in the settings of Phuket?

____Yes

____No

13. Why do you favor legalizing casinos? Why don't you favor legalizing casinos?

14. If gambling/casino is among the activities you participate in, where do you prefer to go?

____Asia

____Australia

____Europe

____South America

____North America

15. Have you visited casino in the past 12 months?

____Yes

____No

16. If yes, how many times in the past 12 months?

1 2 3 4 5 More than 5

17. Do you plan to visit a casino in the next 12 months?

____Yes

____No

18. If yes, how many times in the next 12 months?

1 2 3 4 5 More than 5

19. Is casino gambling legal in your country?

____ Yes ____ No

20. Do you favor casino legalization in your country?

____ Yes ____ No

21. Age: ____

22. Sex: ____ Male ____ Female

23. Education:

____ Doctorate

____ Master's

____ College

____ Under College Level

24. Yearly Income:

____ US\$ 20,000 and under

____ 20,001 - 40,000

____ 40,001 60,000

____ 60,001 80,000

____ 80,000 100,000

____ 100,000 and over

Appendix B: One-Sample Test: Gambler VS Non-gambler

	Gambler			Non-gambler		
	Mean	SD	Std. Error	Mean	SD	Std. Error
Age	30.08	8.929	258	33.72	11.791	1.44
No. of Times in Thailand	2.75	1.982	0.70	5.43	7.010	1.18
Rating for Phuket	3.14	1.345	0.51	4.15	0.916	0.13
No. of International trip	5.36	6.281	1.89	5.72	9.706	1.29
Restaurants	3.50	1.087	0.31	4.04	0.766	0.11
Hotels	3.82	1.079	0.33	3.75	0.891	0.12
Airlines	3.60	1.265	0.40	3.67	0.851	0.12
Theme Parks	3.00	1.115	0.37	2.53	1.022	0.18
Shopping	3.60	0.699	0.22	4.02	1.059	0.15
Night-life	3.64	1.362	0.41	3.48	1.110	0.16
Sports	2.91	1.446	0.44	3.15	1.089	0.17
Beaches	3.67	1.500	0.50	4.43	0.620	0.09
Historical/Museums	2.38	1.408	0.50	3.14	1.187	0.18
Gambling/Casinos	2.38	0.916	0.32	1.27	0.640	0.12
No. of Casino Visits (Last Year)	2.55	1.508	0.45	N/A	N/A	N/A
No. of Casino Visits	2.67	1.936	0.65	N/A	N/A	N/A

	Gambler			Non-gambler		
	t	df	Sig. (2-tailed)	T	df	Sig. (2-tailed)
Age	11.67	11	0.000	23.41	66	0.000
No. of Times in Thailand	3.92	7	0.006	4.58	34	0.000
Rating for Phuket	6.18	6	0.001	32.71	51	0.000
No. of International trip	2.83	10	0.018	4.45	56	0.000
Restaurants	11.15	11	0.000	38.02	51	0.000
Hotels	11.74	10.00	0.000	30.02	50	0.000
Airlines	9	9	0.000	30.21	48	0.000
Theme Parks	8.22	9	0.000	14.43	33	0.000
Shopping	16.28	9	0.000	26.84	49	0.000
Night-life	8.86	10	0.000	21.25	45	0.000
Sports	6.67	10	0.000	18.08	38	0.000
Beaches	7.33	8	0.000	48.50	45	0.000
Historical/Museums	4.77	7	0.002	17.35	42	0.000
Gambling/Casinos	7.33	7	0.000	10.85	29	0.000
Last Yr Casino Visit	5.60	10	0.000	N/A	N/A	N/A
Next Yr Casino Visit	4.13	8	0.003	N/A	N/A	N/A

Appendix C: One-Sample Test: Male VS Female

	Female			Male		
	Mean	SD	Std. Error	Mean	SD	Std. Error
Age	33.31	12.898	2.40	33.08	10.621	1.50
No. of Times in Thailand	4.85	4.828	1.34	4.97	7.107	1.30
Rating for Phuket	4.35	0.786	0.19	3.90	1.078	0.17
No. of International trip	7.38	11.416	2.33	4.73	7.723	1.16
Restaurants	4.04	0.676	0.14	3.87	0.951	0.15
Hotels	3.83	0.887	0.18	3.72	0.944	0.15
Airlines	3.65	0.885	0.18	3.67	0.956	0.16
Theme Parks	2.53	0.990	0.26	2.69	1.105	0.21
Shopping	4.08	0.974	0.20	3.86	1.046	0.17
Night-life	3.24	1.300	0.28	3.67	1.042	0.17
Sports	2.82	1.0150	0.25	3.24	1.226	0.21
Beaches	4.45	0.686	0.15	4.23	0.942	0.16
Historical/Museums	3	1.155	0.26	3.03	1.307	0.23
Gambling/Casinos	1.62	0.870	0.24	1.44	0.821	0.16
No. of Casino Visits (Last year)	1.25	0.500	0.25	3.29	1.380	0.52
No. of Casino Visits	1.67	0.577	0.33	3.17	2.229	0.91

	Female			Male		
	t	df	Sig. (2-tailed)	t	df	Sig. (2-tailed)
Age	13.91	28	0.000	22.02	49	0.000
No. of Times in Thailand	3.62	12	0.004	3.83	29	0.001
Rating for Phuket	22.84	16	0.000	23.48	41	0.000
No. of International trip	3.16	23	0.004	4.06	43	0.000
Restaurants	29.89	24	0.000	25.43	38	0.000
Hotels	20.69	22	0.000	24.58	38	0.000
Airlines	19.80	22	0.000	23.01	35	0.000
Theme Parks	9.91	14	0.000	13.10	28	0.000
Shopping	20.53	23	0.000	22.14	35	0.000
Night-life	11.41	20	0.000	21.11	35	0.000
Sports	11.47	16	0.000	15.20	32	0.000
Beaches	29	19	0.000	26.56	34	0.000
Historical/Museums	11.32	18	0.000	13.12	31	0.000
Gambling/Casinos	6.70	12	0.000	8.77	24	0.000
Last Yr Casino Visit	5	3	0.015	6.30	6	0.001
Next Yr Casino Visit	5	2	0.038	3.48	5	0.018

Appendix D: One-Sample Test: First Visit VS Revisit

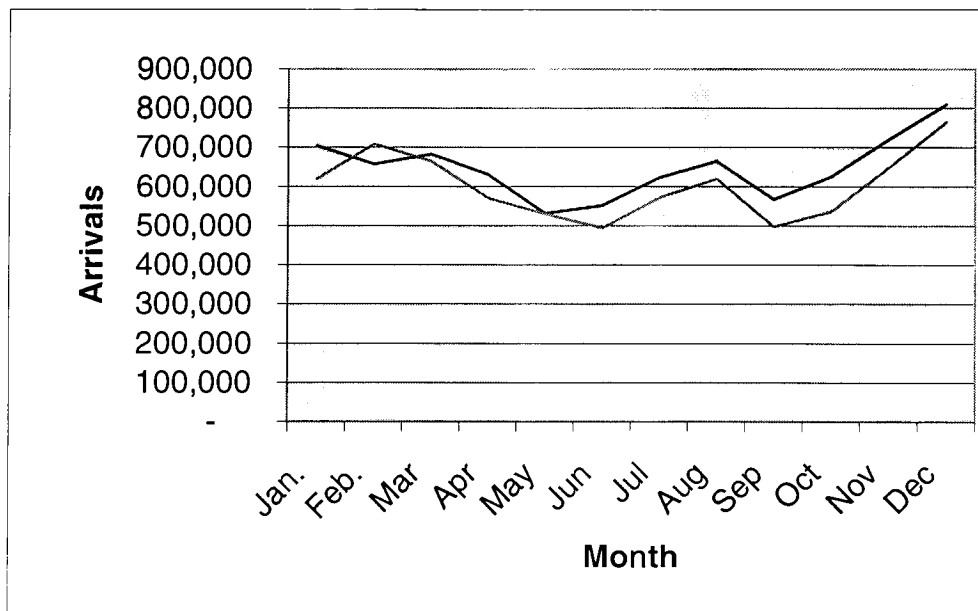
	Revisit			First Visit		
	Mean	SD	Std. Error	Mean	SD	Std. Error
Age	37	10.733	2.34	34.81	12.998	2.14
No. of Times in Thailand	4.82	2.834	0.69	2.38	1.660	0.46
Rating for Phuket	4.10	0.995	0.22	4.05	0.998	0.16
No. of International trip	3.89	5.378	1.27	3.72	6.221	1.16
Restaurants	4.11	0.809	0.19	3.87	0.846	0.15
Hotels	3.63	1.065	0.24	3.83	0.834	0.15
Airlines	3.67	0.840	0.20	3.56	0.892	0.17
Theme Parks	2.57	1.158	0.31	2.54	1.103	0.23
Shopping	3.78	1.263	0.30	4.18	0.905	0.17
Night-life	3.53	0.964	0.22	3.40	1.258	0.25
Sports	3.56	1.094	0.27	2.83	1.274	0.26
Beaches	4.44	0.784	0.18	4.33	0.734	0.14
Historical/Museums	3.18	1.074	0.26	2.68	1.282	0.26
Gambling/Casinos	1.18	0.405	0.12	1.54	0.884	0.18
No. of Casino Visits (Last year)	2	N/A	N/A	3	2.121	0.95
No. of Casino Visits	N/A	N/A	N/A	3.60	2.191	0.98

	Revisit			First Visit		
	t	Df	Sig. (2-tailed)	T	df	Sig. (2-tailed)
Age	15.80	20	0.000	16.29	36	0.000
No. of Times in Thailand	7.02	16	0.000	5.18	12.00	0.000
Rating for Phuket	18.86	20	0.000	24.70	36	0.000
No. of International trip	3.07	17	0.007	3.22	28	0.003
Restaurants	22.11	18	0.000	25.47	30	0.000
Hotels	14.86	18	0.000	25.18	29	0.000
Airlines	18.52	17	0.000	20.72	26	0.000
Theme Parks	8.31	13	0.000	11.29	23	0.000
Shopping	12.69	17	0.000	24.44	27	0.000
Night-life	15.94	18	0.000	13.51	24	0.000
Sports	13.03	15	0.000	10.89	23	0.000
Beaches	24.06	17	0.000	30.69	26	0.000
Historical/Museums	12.19	16	0.000	10.45	24	0.000
Gambling/Casinos	9.69	10	0.000	8.55	23	0.000
Last Yr Casino Visit	N/A	N/A	N/A	3.16	4	0.034
Next Yr Casino Visit	N/A	N/A	N/A	3.67	4	0.021

Appendix E: International Tourist Arrivals to Thailand
January - December 1998

Month	1998	1997	% Change
Jan.	703,741	619,430	13.61
Feb.	657,314	708,331	-7.20
Mar	682,237	664,111	2.73
Apr	630,349	570,205	10.55
May	530,907	528,972	0.37
Jun	551,832	494,468	11.60
Jul	622,830	571,426	9.00
Aug	664,239	619,710	7.19
Sep	566,713	497,088	14.01
Oct	625,477	535,581	16.78
Nov	719,888	648,133	11.07
Dec	809,403	763,890	5.96
	7,764,930	7,221,345	7.53

Source: Tourism Authority of Thailand



Appendix F: Comparative Gambling Activities in Selected Asian Countries

*Source: "International Gambling at a Glance,"
International Wagering Gaming and Business, October 1995*

Country	Casino	Horse Racing	General Lottery	Slot Machines
Hong Kong		yes	yes	
Macau	yes	yes	yes	yes
Malaysia	yes	yes	yes	yes
Philippines	yes	yes	yes	yes
Singapore		yes	yes	
South Korea	yes	yes	yes	yes
Taiwan			yes	
Thailand		yes	yes	
Vietnam	yes	yes	yes	
Indonesia	yes	yes	yes	yes
Japan		yes	yes	yes

Appendix G: 1998 General Profile of International Tourists to Thailand

	Number	% Share
<u>Sex</u>	4,749,236	61.16
<i>Male</i>	3,015,694	38.84
<i>Female</i>		
 <u>Frequency of Visit</u>		
<i>First Visit</i>	3,789,077	48.8
<i>Revisit</i>	3,975,853	51.2
 <u>Travel Arrangement</u>		
<i>Group Tour</i>	3,119,551	40.17
<i>Non Group Tour</i>	4,645,379	59.83
 <u>Purpose of Visit</u>		
<i>Holiday</i>	6,832,801	88
<i>Business</i>	706,163	9.09
<i>Convention</i>	65,760	0.85
<i>Official</i>	32,361	0.42
<i>Others</i>	127,845	1.64
 <u>Age</u>		
<i>Under 16</i>	376,516	4.8489297
<i>15-24</i>	745,643	9.6027009
<i>25-34</i>	2,122,148	27.329905
<i>35-44</i>	1,857,540	23.922173
<i>45-54</i>	1,492,251	21.508287
<i>55-64</i>	826,902	10.649188
<i>65 and Over</i>	343,930	4.4292737
 <u>Occupation</u>		
<i>Professionals</i>	1,704,550	21.951904
<i>Admin & Managerial</i>	886,321	11.414411
<i>Commercial Personnel</i>	1,290,380	16.618051
<i>Laborers/Production</i>	1,186,821	13.257976
<i>Agricultural Workers</i>	48,171	0.6203662
<i>Government Official</i>	84,346	1.0862429
<i>Housewife/Unpaid Workers</i>	405,361	5.2204077
<i>Students & Children</i>	660,039	8.5002569
<i>Retired & Unemployed</i>	156,546	0.0201735
<i>Not Stated</i>	1,049,401	13.514623
<i>Others</i>	292,994	3.7732987